

LEO BURNETT COMPANY, Inc.

CJ No. 344—Reg. No. 56771 (White Horse)—Page—4 sides—Black—8 1/2 x 11 7/8 in.—National Magazine, 1971 (B)

Printed in U.S.A.

**Come to where the flavor is.
Come to Marlboro Country.**

Marlboro Red or Longhorns 100's— you get a lot to like.

The advertisement features a man in a cowboy hat and vest, holding a cigarette, standing next to a white horse. In the bottom right corner, there are two packs of Marlboro cigarettes: a red pack labeled 'Marlboro' and a tan pack labeled 'Marlboro Longhorns 100's'.



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